

Global Business Identifier Evaluative Proof of Concept

Last updated: December 15, 2022



On **December 17, 2022**, U.S. Customs and Border Protection (CBP) will deploy the Global Business Identifier (GBI) Evaluative Proof of Concept (EPoC) test within the Automated Commercial Environment (ACE). Participation in the test is voluntary, and a select number of trade user volunteers will be chosen to participate in the GBI EPoC to test the single identifier solution. CBP will collect and evaluate three entity identifiers that capture additional information about trade entities and supply chain locations associated with U.S. imports.

Participating in the test will provide trade community members with the opportunity to test the optimal combination of entity identifiers and provide to CBP feedback on the GBI EPoC design and scope.

What is the GBI EPoC Test Program?

The GBI initiative is an interagency project that aims to test and develop a single business identifier solution so CBP and partner government agencies (PGA) can achieve better visibility into the supply chain to benefit trade facilitation and trade security. The GBI initiative, an initiative approved by the Border Interagency Executive Council (BIEC) and initiated in July 2021, was formed from the challenges associated with the Manufacturer/Shipper Identification Number (MID) and its lack of data quality, data richness, and uniqueness.

The GBI EPoC test program is evaluating a replacement for the MID, with a goal of producing a unique identifier that captures complete shipper/seller data and manufacturer information while eliminating duplicate MIDs and multiple companies being assigned the same MID. The program will test three entity identifiers and determine the optimal combination that uniquely identifies the main legal entity and ownership, specific business and global locations, and supply chain roles and functions. The three entity identifiers being tested are:

- Data Universal Numbering System (DUNS)
- Global Location Number (GLN)
- Legal Entity Identifier (LEI)

Technical details about transmitting DUNS, GLN, and LEI information will be specified in updates to CATAIR chapters GE and GO. A link to a draft of these updates is provided below.

Benefits of the GBI single identifier solution include:

- Provides entities with a global and digital fingerprint that is unique, adheres to international standards, and utilizes identifiers broadly in use



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- Allows businesses to manage and validate their data and streamline import data collection
- Includes potential increased protection from counterfeiting
- Creates a “common language” between government and industry
- Modernizes the import process by providing the U.S. Government with accurate supply chain insights
- Improves U.S. Government’s ability to pinpoint high-risk shipments and facilitate legitimate trade
- Improves data quality and efficiency for identification, enforcement, and risk assessment

How can a company participate in the GBI EPoC Test Program?

To participate in the GBI EPoC test program, volunteers must:

1. Review this [Federal Register Notice](#) (FRN).
2. Obtain the DUNS, GLN, and LEI identifiers from the manufacturers, shippers, and sellers of merchandise that are intended to be covered by entries that will meet the conditions of the test. Manufacturers, shippers, and sellers are mandatory entity roles that will be part of the GBI test; optional roles for the GBI test are exporters, distributors, and packagers.

A party may obtain a DUNS number by contacting Dun and Bradstreet (D&B) at <https://www.dnb.com/duns-number.html>; a GLN by contacting GS1 at <https://www.gs1.org/standards/id-keys/gln>; and an LEI by contacting Global Legal Entity Identifier Foundation (GLEIF) at <https://www.gleif.org/en/about-lei/get-an-lei-find-lei-issuing-organizations>.

3. Enroll these DUNS, GLN, and LEI identifiers through the Enrollment process via the Automated Broker Interface (ABI) prior to use on an entry transaction.
4. Email the GBI Inbox (GBI@cbp.dhs.gov) with the subject heading “Request to Participate in the GBI EPoC.” As part of their request to participate, importers of record and licensed customs brokers must agree to provide available GBIs with entry filings for merchandise that is subject to the conditions of the test and state that they intend to participate in the test. More details are available in the FRN.
5. Through a customs broker or as a self-filer, submit all three identifiers for each supply chain entity at Cargo Release/Entry via the CBP ABI application.



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What additional resources are available?

- [GBI Fact Sheet](#)
- [CATAIR Chapters](#) for GBI EPoC capabilities.
- **Deployment support calls:**
 - The Trade Transformation Office (TTO) will discuss the GBI deployment during the trade call on January 5, 2022.
 - Test participants will be invited to deployment support calls once the EPoC test program begins.
- **Additional support**
 - For questions about the GBI EPoC, contact GBI@cbp.dhs.gov.
 - For questions on transactions or technical issues during business hours, please contact your Client Representative.
 - For technical issues after business hours, contact the ACE Account Service Desk (ASD) at 866-530-4172 or ace.support@cbp.dhs.gov.

